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Date: 15 February 2006

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 6478 : Group Art Unit: 2611
Appln. No.: 09/748,942 : Examiner: Lambrecht, Christopher M.
Filing Date: 12/27/2000 : Att'y. Docket No.: T721-15

Title: ADVERTISEMENT DISTRIBUTION SYSTEM FOR DISTRIBUTING
TARGETED ADVERTISEMENTS IN TELEVISION SYSTEMS

AMENDMENT

Responsive to the Office Action dated November 17, 2005, please amend the
above-identified patent application, without prejudice, as follows: